

## PEOPLE ARE MORE THAN ONE THING



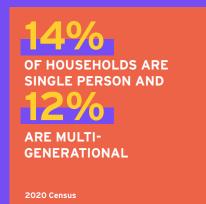




WHY THIS MATTERS: RVs may be flying off the lot, but to sustain our long-term growth we need to pay close attention to shifting demographics and think of minority groups in addition to "traditional" RV buyers. Go RVing is proactively working to educate dealers on how to welcome minority groups who might become new RVers through partnerships with organizations such as Black Folks Camp Too.

## FAMILIES ARE BIGGER AND MORE INCLUSIVE THAN EVER







WHY THIS MATTERS: The definition of "family" is changing. To many, "family" is no longer just immediate relatives, and we must diversify our messaging to include this new way of thinking. RV dealers can help by explaining the variety of ways RVs can be tailored to a different types of families needs.



WHY THIS MATTERS: People are constantly reinventing their living space, and now more than ever RV owners are looking for new ways to store and incorporate their RVs into their homes. Go RVing's 2022 strategy continues to focus on all the ways RVers can utilize their RVs, with a special emphasis on helping new owners get the most out of their purchase. Additionally, storage tips and details can be incorporated into the consumer purchase journey to better support living the RV lifestyle.

